

# At Your Service: Faster, Easier, Smarter Enterprise Service Management

Micro Focus Enterprise Service Management (ESM) is a service automation solution that delivers fast, easy, smart service experiences for all.

## Micro Focus Enterprise Service Management at a Glance:

### ■ Deliver Superior Experiences:

Empower users to get fast, personalized, consistent services across the enterprise.

### ■ Optimize IT Productivity:

Transform your service management with codeless ease, enterprise-wide automation, and SaaS agility.

### ■ Reduce Costs, Raise Resilience:

Control service management costs, change risk, and your IT assets as business needs evolve.

## What Is ESM?

Everyone expects consumer-like experiences in their everyday work lives. HR managers want to onboard new employees without logging into multiple systems. DevOps engineers must provision cloud resources on the fly. Customers demand immediate updates to their marketing communication preferences. To meet these expectations and more, a new service management approach is needed.

Although service management typically brings the IT service desk to mind, it has a broader meaning in the modern enterprise. It's about helping employees and customers navigate a complex IT landscape to get the services they need. It's also about integrating services across teams, processes, and systems to deliver smart, personalized, self-driven experiences. Enterprise Service Management (ESM) addresses both sets of needs.

ESM offers a service automation platform that extends services beyond IT operations to HR, R&D, finance, facilities, marketing, sales, customer support, and other business areas. An extension of IT Service Management (ITSM), ESM is driven by the idea that a service is a service, whether it's for IT or not. It applies resident ITSM principles, skills, and functions—for example, service catalogs, service automation workflows, and self-service—to the rest of the business.

## Why ESM?

Improving customer experiences, increasing employee engagement, and meeting everyone's requests are some reasons why



companies are expanding service management outside of IT. With ESM, companies can transform business operations from slow, siloed, and reactive to fast, unified, and proactive. And with ease, speed, and intelligence, they can deliver three key outcomes:

### ■ Superior user experiences

Empower users to get fast, personalized, consistent services across the enterprise. ESM provides the quick, easy, consumer-style experiences everyone craves. Productivity soars as a result.

### ■ Higher IT productivity

Transform your service management into a fast, flexible operation fueled by codeless work options and enterprise-wide automation. By seamlessly connecting people and technology through ESM, you can become the team that helps instead of hinders.

## ■ Greater business resilience

Strategically manage costs, change, and your IT assets with ESM capabilities like discovery, configuration management, and IT asset management. Proactive becomes your new normal even as business needs evolve.

## How Does Micro Focus Do ESM?

Micro Focus ESM is a service automation solution that comes with these features:

### ■ AI-powered self-service

Make it easy for users and service agents to open tickets, get instant answers, and resolve issues—all with AI-powered search, ticket creation, and virtual agents that understand human intentions. From their desks or mobile phones, users can submit screenshots, email IT Support, and chat with smart virtual agents that understand human intentions.

### ■ Codeless configurations

Shift away from custom coding that slows you down and burdens you with heavy technical debt at upgrade time. When you want to make designing workflows extra easy, you can configure them without writing any code. A range of out-of-the-box processes—including incident, change, service, release, and knowledge management—saves you hours of time.

### ■ Hot topic analytics

Drive continuous improvement using

automatic pattern detection that uses machine learning to analyze all your structured and unstructured service management data. Hot topic analytics helps identify high-priority automation opportunities and create knowledge articles.

### ■ RPA robots

Extend your service reach with robotic process automation (RPA). RPA robots mimic screen-based human actions to perform repetitive tasks and automate interfaces with difficult or no APIs. They're perfect for processes that require human intervention, making a touchless service desk possible.

### ■ Cloud provisioning

Give IT users and developers a simpler way to request and manage cloud services. Easily aggregate resources from public and private clouds into a single catalog. Include custom builds ranging from simple VMs to multitiered application stacks. Hybrid cloud services can be provisioned in minutes—with cost control and governance built in.

### ■ Discovery and configuration management

Apply discovery and configuration management to effectively control change risk. With complete visibility of all your software and systems, you can proactively assess service impacts and reduce service outages before they happen.

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### ■ IT asset management

Give your business a clear, consolidated picture of your valuable IT assets from a common platform. With a combined view of hardware, software, contracts, procurement, and vendor information, it's easier to control asset costs, enforce licensing compliance, and set your business plans in motion.

### ■ SaaS agility

Accelerate time to value with cloud-native SaaS deployments—no more lengthy installations, ongoing maintenance, or complex upgrades. Add functionality, including new apps and different user roles, to meet evolving needs.

Learn more at

[www.microfocus.com/esm](http://www.microfocus.com/esm)

